

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Tom Garguilo/Arthur Goldfarb DATE: March 8, 1991  
FROM: Gary R. Capreol  
SUBJECT: The National NCAA Package

This confirms our conversation that we will be participating in the following NCAA package made available to us by The National.

Proposal

By running either Marlboro or Bucks (the two brands advertising with The National in 1991) in three designated NCAA issues, Philip Morris U.S.A. will earn the following:

- . Category exclusivity
- . Two pairs of tickets to NCAA's Final Four.
- . Room-to-room distribution of the Final Four Preview issue in guest hotels; 5,000 per day, during Final Four weekend.

Back Covers are available in each of the three issues specified below:

- . Monday, March 11th
- . Friday, March 29th
- . Tuesday, April 2nd

The total cost for three 4/C pages will be \$30,000 or \$10,000 a page. The open cost for a page in 1991 will be \$8,000. Philip Morris, thus, would be charged a \$2,000 premium on each page.

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Recommendation

PM Media recommended that Bucks and/or Marlboro take advantage of this for the following reasons:

- . Tickets are a valuable sales/trade incentive.
- . Premium positions are available.
- . Low out-of-pocket cost.
- . Bonus circulation is anticipated.

Please call with any questions.

GRC/em

cc: E. Merlo                    C. Archer  
      R. Schneider              V. Miller  
      S. Spicehandler  
      R. Stirlen

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